

New Order

Agency: Crossroads Media LLC
Office: Alexandria
Client: 12 - CrossroadsGPS
Product: 11 - Crossroads GPS
Piggyback Product:
Estimate: 543 - GPS VA TV 30'S 5.17-5.23.12

Station: WJLA-TV
Order Type: Normal
Cancel Date:
Billing Cycle: Monthly
Billing Calendar: Broadcast
Received in ePort: 5/15/2012 9:30:38 AM

Flight Start: 05/17/2012
Flight End: 05/23/2012
Hiatus:

Primary Demo: A35+
Demo 2:
Demo 3:
GRP: 63.90

Local/National: Local
Rep Office: WJLA-TV
AE: Barbara Monares
Phone:
OrderID: 2128453
Status: New

Airtime Dollars: \$47,900.00
Interactive Dollars: \$0.00
Non-Airtime Dollars: \$0.00
Total Dollars: \$47,900.00
Total Spots: 25

CPP: \$749.61
Comments: Separation: 30

MarketShare:

Daily Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len								Totals for Entire Flight		
						5/17	5/18	5/19	5/20	5/21	5/22	5/23	Spots	Rtg	CPP
1	ThFMTuW 6A-7A GOOD-WASH 600A	EM	\$1,000.00	C	30	0	1	0	0	0	1	0	2	0.90	\$1,111.11
LPMay/2011LP (pav)															
2	ThFMTuW 7A-9A GD MRN AMR-ABC	EM	\$1,200.00	C	30	1	0	0	0	1	0	1	3	1.80	\$666.67
LPMay/2011LP (pav)															
3	ThFMTuW 4:30A-5A GOOD-WASH 430A	RT	\$250.00	C	30	0	1	0	0	0	1	0	2	0.70	\$357.14
LPMay/2011LP (pav)															
4	ThFMTuW 9A-10A LIVE WTH KELLY	DT	\$750.00	C	30	0	1	0	0	0	1	0	2	1.20	\$625.00
LPMay/2011LP (pav)															
5	ThFMTuW 6P-6:30P ABC7 NWS AT 6	EN	\$1,600.00	C	30	1	0	0	0	1	0	1	3	2.90	\$551.72
LPMay/2011LP (pav)															
6	ThFMTuW 6:27P-6:30P ABC7 NWS AT 6	EN	\$3,000.00	C	30	0	1	0	0	0	1	0	2	3.10	\$967.74

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Line	Daypart	DPT											Totals for Entire Flight		
No	(Program)	Code	Rate	C/T	Len	5/17	5/18	5/19	5/20	5/21	5/22	5/23	Spots	Rtg	CPP
LPMay/2011LP (pav)															
7	ThFMTuW 7P-7:30P WHEEL-FORTNE	PA	\$3,000.00	C	30	0	1	0	0	0	1	0	2	4.10	\$731.71
LPMay/2011LP (pav)															
8	ThFMTuW 7:30P-8P JEOPARDY	PA	\$4,000.00	C	30	1	0	0	0	1	0	1	3	5.20	\$769.23
LPMay/2011LP (pav)															
9	ThFMTuW 11P-11:35P ABC7 NWS AT 11	LN	\$2,500.00	C	30	1	0	0	0	1	0	1	3	2.70	\$925.93
LPMay/2011LP (pav)															
10	ThFMTuW 11:35P-12:05A ABC-NITELINE	LF	\$1,200.00	C	30	0	1	0	0	0	1	0	2	1.80	\$666.67
LPMay/2011LP (pav)															
11	Su 11P-12A ABC7 NWS AT 11	RT	\$1,600.00	C	30	0	0	0	1	0	0	0	1	2.50	\$640.00
LPMay/2011LP (pav)															
Total Spots:						4	6	0	1	4	6	4	25		
Total GRP/GIMP(000):						12.6	11.8	0.0	2.5	12.6	11.8	12.6	63.9		
Cash\$ - Spots: \$47,900.00 - 25 Trade\$ - Spots: \$0.00 - 0 Total Cost: \$47,900.00 Total CPP/CMP: \$749.61															